February 26, 2024
FOR IMMEDIATE RELEASE

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Channel One participating in 43rd annual Minnesota FoodShare March Campaign

ROCHESTER, Minn.—Channel One Food Shelf is once again participating in GMCC's Minnesota FoodShare March Campaign February 26 through April 6.

Minnesota FoodShare March Campaign, the largest grassroots food and fund drive in the state, brings together organizations, businesses, faith communities, and people to help support the capacity of nearly 300 food shelves.

The Channel One Food Shelf is seeing a record increase in need for food assistance in Olmsted County. More than 81,800 household visits were recorded at the Channel One Food Shelf in 2023 and is an increase of 21% over 2022. Statewide, annual visits to Minnesota food shelves reached a record 7.5 million visits in 2023—approximately two million more than in 2022—according to Hunger Solutions. It is likely in part because of food prices increasing by 5.8% nationally in 2023, according to the USDA.

"Food shelves are overwhelmed by the increase in visits, and campaigns like this are crucial in helping us to continue to meet the need," said Virginia Witherspoon Merritt, Channel One Regional Food Bank executive director. "In January, Channel One Food Shelf experienced a record 8,715 household visits, which is an increase of 47% over January 2023."

Join in the Minnesota FoodShare March Campaign by making a gift to Channel One online at helpingfeedpeople.org/donate or sending a check to Channel One Regional Food Bank, 131 35th Street SE, Rochester, MN 55904. Channel One's fundraising success during this campaign influences the award amount received by GMCC.

The Minnesota FoodShare March Campaign runs from February 26 through April 6, which is the final date that donations to Channel One Food Shelf will qualify for the Minnesota FoodShare March Campaign.

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About Channel One Regional Food Bank
Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Kitchen Coalition, and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of over 160 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org.

About GMCC's Minnesota FoodShare
GMCC' Minnesota FoodShare began its work in 1982 as a campaign advanced by congregations to restock food shelves in the seven-county Twin Cities Metropolitan Area. Because the effort was so successful, and the need so evident, March Campaign became a statewide initiative just one year later and is now in its 43rd year.

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